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DATE: December 1, 2008 NO. OF PAGES: 12  
TO: U.S. PATENT & TRADEMARK OFFICE FAX NO.: 571-273-8300  
FROM: Jeffrey J. Lotspeich  
FITCH, EVEN, TABIN & FLANNERY

RE: U.S. Patent Application No. 10/820,832  
Inventors: Sean ENDLER et al  
Filing Date: April 7, 2004  
Title: METHODS AND APPARATUSES FOR DISPLAYING PROMOTIONS  
Attorney Docket No.: 86604/7114

**REPLY AFTER FINAL OFFICE ACTION - EXPEDITED PROCEDURE**

**Transmitted Herewith**

- 1) Amendment B(11 pages);
- 2) Fax Coversheet (1 pg.)

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appln. No.: 10/820,832

Applicants: Endler et al.

Filed: April 7, 2004

Title: METHODS AND APPARATUSES FOR  
DISPLAYING PROMOTIONS

Examiner: Berman, Brian J

Art Unit: 3688

Customer No.: 22242

Confirm. No.: 8497

Docket No.: 86604/7114

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the USPTO, transmitted via the Office electronic filing system, or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below:

December 1, 2008  
Date

  
Michael Boyd

**AMENDMENT B**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action mailed September 29, 2008, Applicant provides the following:

**Amendments to the Claims** are reflected in the Listing of Claims that begins on page 2.

**Remarks** begin on page 7.